



14th Street Revitalization Strategy Public Meeting #1 October 20, 2010

District of Columbia
Office of Planning



Agenda

- 1) Welcome/Intro
- 2) OP Initiatives
- 3) 14th Street Planning Purpose
- 4) Planning Process
- 5) Market Analysis & Consultants
- 6) Outreach & Public Engagement Strategy
- 7) Advisory Committee
- 8) Business Engagement Strategy
- 9) Corridor Analysis
- 10) Questions
- 11) Breakout Session



Distinctive Neighborhoods and Districts

Example: Southeast / Capitol Riverfront Plan



Multiple Transportation Options, Including Transit

Example: DC Circulator and Great Streets Program



A Walkable Urbanity

Example: Proposed Eye Street, Hines development at Old Convention Center



Green and Sustainable Development Practices

Example: Hines LEED-certified development at Old Convention Center site



Shared Social and Economic Prosperity

Example: City Vista (under construction); 20% affordable housing at 20-80% AMI



Quality Environments and Access to Nature

Example: Proposed Canal Blocks Park, Capitol Riverfront SE

14th St. Revitalization Plan

The 14th Street Plan will serve as a **resource** and **guide** to create a more walkable community with *enlivened retail spaces*, greener public spaces and an overall improved look.

Major components of the plan will include:

- Market & niche market analysis
- Open space analysis
- Potential land use recommendations & opportunity site recommendations

There will be **public outreach** and a **business engagement** strategy.



14th St. Plan Boundaries



Spring to Shepherd Sts, NW

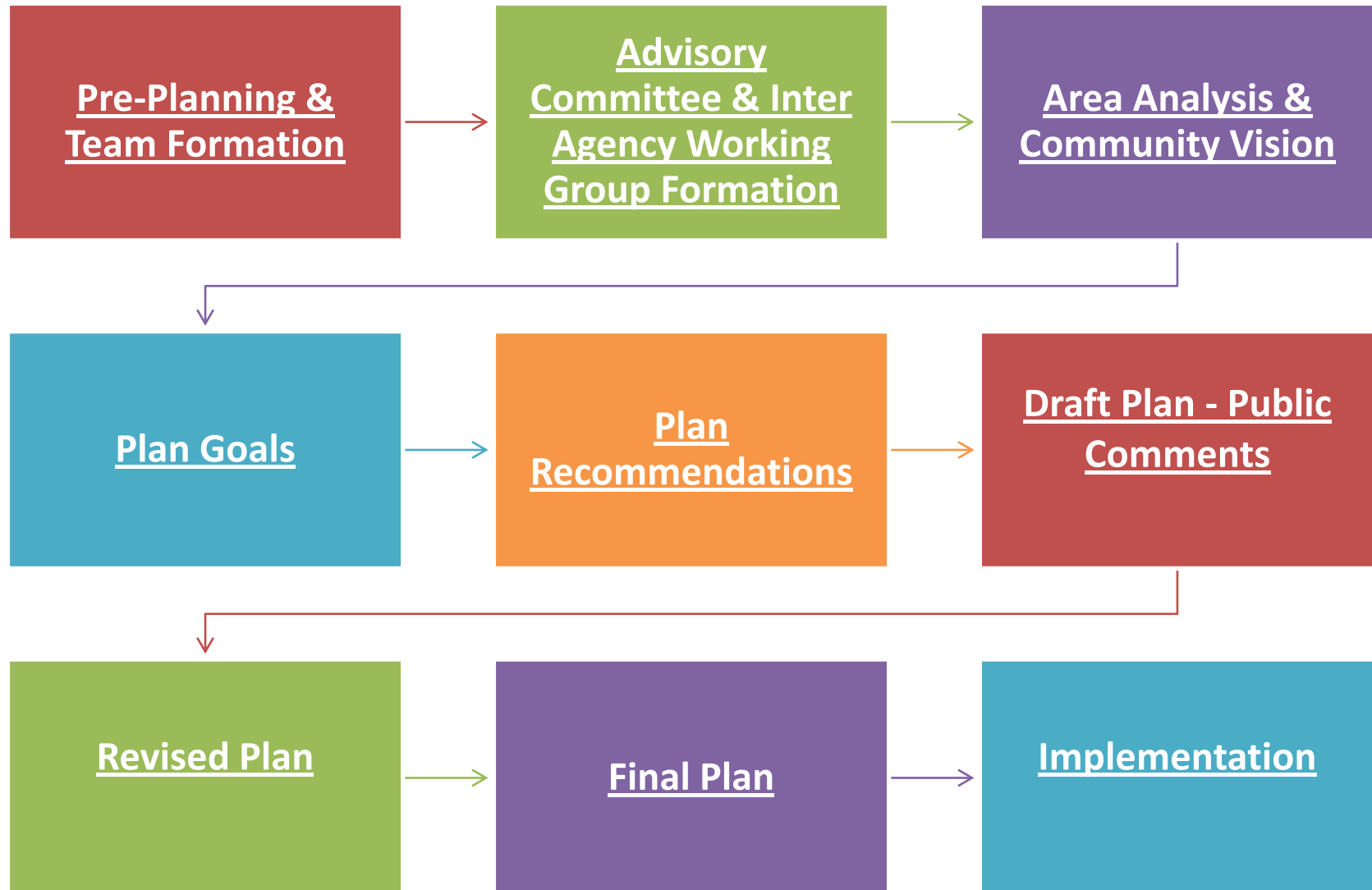


Webster to Decatur Sts, NW



Jefferson to Longfellow Sts, NW

Planning Process



Market Analysis and Consultants

Consultants have been contracted to:

- 1) Provide a market analysis of the entire corridor
- 2) Niche retail analysis
- 3) Provide const/benefit analysis of increasing/extending public transit along 14th St.
- 4) Opportunity site recommendations
- 5) Provide open space recommendations



Outreach & Engagement Plan

Outreach

Advisory Committee

- Invitation letters
- E-mail
- Phone calls

Public Meetings

- ANC meetings
- OP Website/listservs
- flyer distribution in the neighborhood
- word of mouth
- newspapers



Engagement Plan

- Breakout groups at public meetings and business meetings
- Online surveys

Advisory Committee

Advisory Committee...

- 1) Comprised of community leaders
- 2) Serve as community liaisons
- 3) Articulate community concerns and desires from the public meetings
- 4) Provide counsel to OP on soliciting information from the public



Business Engagement Strategy

This plan will engage businesses so that...

- 1) current hardships are addressed
- 2) long standing businesses are strengthened
- 3) new businesses are encouraged to locate on the corridor



Three business engagement meetings

- 1) Businesses will meet to express concerns and areas of support; consultants will present their role
- 2) Relevant District agencies will present on existing programs and assist with concerns
- 3) Presentation of recommendations regarding businesses



OFFICE OF PLANNING ANALYSIS

Thematic Analysis

- Existing Small Business Assistance
- Desire for New Economic Development Opportunities/Retail Options
- 14th Street Physical Enhancements
- Increased Street Activity
- Promotion of Unique Neighborhood Character

Small Business Assistance



New Economic Development



Physical Enhancements



Physical Enhancements



Increased Street Activity





BREAK OUT GROUPS





Thank you!

Gizachew Andargeh – Project Manager

Gizachew.andargeh@dc.gov (202) 724-4314

Malaika Abernathy – Ward 4 Planner

Malaika.abernathy@dc.gov (202) 442-7617

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